CHARGE NUMBER: 4015

PROJECT TITLE: Brand Development

PROJECT LEADER: J. N. Smith

PERIOD COVERED: September, 1985

I. Virginia Slims Lights 120's

Objective: To develop a subjectively acceptable 120 mm version of Virginia Slims Lights Regular and Menthol.

Status: The national introduction of Virginia Slims Lights 120's is scheduled for October 7, 1985.

II. B&H Lights Deluxe

Objective: To develop a B&H Lights Regular and Menthol with a 24.0 mm circumference for packaging in a deluxe flip top box.

Status: Salesmen's samples and the initial Test Market producton were completed in September. Production runs were analytically and subjectively monitored. The Test Market is scheduled for October 7, 1985 in Sacramento and Tulsa/Oklahoma City.

III. Players Lights 25's

Objective: To develop a 10 mg tar 85 mm and a 12 mg tar 100 mm cigarette in both Regular and Menthol to be sold as a value entry product with 25 cigarettes per pack.

Status: Players Lights Regular 85 and 100 mm is currently in Test Market. This Test Market is scheduled to be expanded on October 7, 1985.

A national introduction of Players Lights 25's in both Regular and Menthol is scheduled for December/January. Salesmen's samples must be shipped by October 21, 1985 and production start-up for the building of inventory for the national introduction begins on October 25, 1985. It is necessary that 1.5 billion cigarettes be produced by the end of 1985.

The flavor system for the menthol companion was selected and specifications were transferred. Internal subjective evaluations of the menthol product are in progress on the OC Panel. POL testing is planned.

Players Lights 85 and 100 mm Regular tested well in recent HTI testing versus Marlboro Lights. This confirms previous internal and POL testing.

Plans:

Test Market Expansion of Nonmenthol Players Lights 25's	October 7, 1985
Ship Completed Salesmen's Samples of Players Lights 25's Regular and Menthol	October 21, 1985
Production Start-up for National Introduction	October 25, 1985
National Introduction	December/January

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IV. Cambridge Lights 20's

Objective: To develop a 12 mg tar 85 and 100 mm value entry product in both Regular and Menthol to compete against Doral.

Status: Cigarette specifications are being finalized for this product. The Test Market is scheduled for January 6, 1986 in Denver and Des Moines.

Plans:

Ship Completed Salesmen's Samples	November 21, 1985
Production Start-up	December 2, 1985
Test Market	January 6, 1986.

V. Project Bristol

Objective: To develop a 85 and 100 mm generic cigarette in both Regular and Menthol.

Status: Several models were produced at the request of N.Y. Marketing for field sampling. Nonmenthol cigarettes were produced at two tar levels, 12 and 16 mg, and in both 85 and 100 mm configurations.

Low cost blends and the foamed binder technology are being investigated for this program.

VI. Subjective Evaluation of Tipping Paper

Objective: To determine if there are perceived subjective differences between cigarettes produced with different color tipping papers.

Status: An initial test comparing cigarettes made with cork, cork-on-white and white tipping papers revealed significant differences in perceived harshness. The panelists were blindfolded while smoking and therefore all visual cues were eliminated. Additional testing is planned.

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